

February 2009

Dear Friend,

The Cal Band is planning a very exciting event and would like you to be part of it! We are bringing back a tradition of presenting a spring show which showcases the talents of our membership – now over 230 members strong. Our Spring Showcase will be held on Friday, April 3<sup>rd</sup> at 7:30 pm in Haas Pavilion on the UC Berkeley campus and all proceeds will benefit the operations of the Cal Band. More than ever before, the Cal Band is dependent on donations and charitable contributions, as only 20% of the Band's funding comes from the University. These dire circumstances, combined with a surge of student enthusiasm, have resulted in the revival of this show.

Please consider participating either as an Advertiser or a Sponsor. Kindly review the attached Advertiser and Sponsor Response Form for more information about the different options and benefits associated with sponsorship. We will acknowledge all Sponsors in the event program, but if you prefer not to be recognized in this way, your gift will be listed as Anonymous.

The Cal Band will be extremely grateful for your support of the 2009 Cal Band Spring Showcase. If you are able to be an Advertiser or Sponsor, please fill out and return the appropriate response form by March 23. Those purchasing ads should also enclose your correctly sized camera-ready art or email it in pdf form. Donations are tax-deductible to the extent allowed by law. Please make checks payable to UC Regents – Cal Band. Our Tax ID # is 94-6002123.

The Cal Band could not continue to provide all that it does to the University and community without the generosity and backing of alumni, parents and friends like you. We encourage you to participate in the 2009 Showcase in whatever way you are able. If you have any questions, please contact Malia McPherson at (818) 913-3632 or Carol Suveda at (510) 643-2662.

Thanks for your consideration – your support of the Cal Band makes a difference!

Go Bears!

Malia McPherson  
Public Relations Director  
Cal Band  
prd@calband.berkeley.edu

Carol Suveda  
Alumni Relations and Events Manager  
Student Musical Activities/Cal Band  
carols@sma.berkeley.edu

enclosure

**UNIVERSITY OF CALIFORNIA MARCHING BAND  
SPRING SHOWCASE 2009  
ADVERTISER AND SPONSOR RESPONSE FORM**

Please fill out and return to the Cal Band, 72 César Chavez Student Center #4280, Berkeley, CA 94720-4280 by March 23, 2009 (Ad art in pdf form can be sent to prd@calband.berkeley.edu. Questions? Please call Carol Suveda at (510) 643-2662 or Malia McPherson at (818) 913-3632.

**YES, I/We would like to support the 2009 Cal Band Showcase by purchasing the following ad space in your program (please check which):**

- 1/8 page (2 1/2" wide by 2" tall) \$50  
 1/4 page (5" wide by 2" tall) \$100  
 1/2 page (5" wide by 4" tall) \$250  
 Full page (5" wide by 8" tall) \$500

Enclosed is my camera-ready art.  I will send you art by 3/23/09.

*Please note that the value of your ad is the amount of the advertisement you will receive, and therefore, your support is not tax-deductible.*

**YES, I/We would like to sponsor the 2009 Cal Band Showcase with a tax-deductible donation of (please check which):**

\$100  \$250  \$500\*  \$1,000\*  \$2,500\*  \$\_\_\_\_\_

\* The Cal Band will give two complimentary tickets for every \$500 in sponsorship. Please provide names of ticket recipients. Tickets will be left at Will Call the night of the performance.

Name \_\_\_\_\_

Address \_\_\_\_\_

City, State & Zip \_\_\_\_\_

Daytime Phone \_\_\_\_\_

Email \_\_\_\_\_

Guest Names for Will Call (if applicable): \_\_\_\_\_

Enclosed is a check payable to UC Regents – Cal Band.

Please charge my  MasterCard  VISA  AmEx  Discover.

Account # \_\_\_\_\_ Expiration Date \_\_\_\_\_

Signature \_\_\_\_\_

**THE CAL BAND APPRECIATES YOUR SUPPORT!  
Our Tax ID # is 94-6002123**